

CAPCOM®

SUMMER 1992

TURN ON TUNE IN





When it comes to selling, we take it to the max. From the beginning, we've focused on building a strong brand identity. Our efforts have paid off big. In unaided recall tests Nintendo game owners were asked who makes the best games for Nintendo. They named Capcom by a 2:1 margin. Two times more popular than any other video game producer. And second only to Nintendo in brand awareness.

Year after year, game after game, Capcom is honored with the industry's top awards. 35 in all. So go with a winner and stock your shelves with what game players want...games from Capcom.

350 heads are better than 1. It's not just one brilliant mind that makes Capcom games such huge hits with consumers. It's 350 brilliant programming minds, working around the clock to bring players innovative game design. 350 programmers working for Capcom...exclusively! More than any other third-party Nintendo licensee!

Some companies may get a hit occasionally. **But only one video game company consistently scores hits year after year.** It's the one game company with the most innovative games...Capcom!

Our games have great characters. Mega Man, G.I. Joe, Mickey Mouse, Darkwing Duck, Baloo, and Darth Vader — all lovable characters with enormous appeal for Nintendo audiences young or old. And the record shows it. The Little Mermaid won the hearts of young girls while Mega Man set sales soaring.



MAX OUT



- Great games
- Incredible Characters
- 350 dedicated and top-rated game programmers
- Consistent industry award winner
- Mass market appeal — boys, girls, teens and adults
- Capcom is rated #1 among a field of 60 Nintendo licensees as the “best game producer”





No game system
delivers more power
than the new Super
Nintendo Entertainment
System. And no games
take Super NES to the
max better than Capcom.

MAXIMUM POWER

NEW Super Buster Brothers®



You're a Buster Brother traveling the globe in search of adventure. Begin your quest at the base of Mt. Fuji where giant balls rain down from the sky. Aim and shoot! Pop a ball and it splits into smaller, faster moving balls. That only gives you more targets. And more chances to score points. But watch out. If a ball touches you, you're a goner.

- Non-stop action for one player.
- Super NES version of the highly successful arcade game.
- 140 challenging levels to keep you coming back for more.



Now Under
Development

Goof Troop

Join Goofy, Max and the rest of the troop in '93 as Disney's hit-animated series Goof Troop come to the Super NES!

©1992 Disney Co.

NEW Capcom's MVP Football



The rain is pelting down in sheets. The field is a quagmire. It's 4th and Goal. And you're facing the NFL's toughest defense. Here's excitement and realism you won't find in any other pro football game. Choose your defensive players and offensive receivers. Play under a wide variety of weather and field conditions. It's the closest thing to real NFL action without getting dirty.

- Hard-hitting action for one or two players.
- Authentic TV-style graphics.
- Features a unique MVP play mode never before offered in a professional football simulation game.
- Licensed directly from the National Football League through NFL Properties, Inc.

NEW The Mystical Quest starring Mickey Mouse



While playing catch with Mickey, Pluto mysteriously disappears. While consulting with a helpful sorcerer, Mickey discovers that Pluto has been abducted by Emperor Pete, the evil Ruler of the World. But before he can rescue Pluto, Mickey must cross the Dark Forest, climb Pete's Peak, trek Snowy Valley and more. Then there's Pete's Castle!

- Non-violent fun for kids of all ages.
- Seven challenging levels of fun.
- Based on Disney characters popular for over a half century.

©1992 Disney Co.



"Capcom is really looking to be one of the best SNES producers yet!"



NEW Street Fighter® II



By popular demand, Capcom brings the #1 arcade smash hit Street Fighter II to the Super Nintendo. The challenge is to defeat champion street fighters around the globe. Players must use punches, kicks and moves, to win the title of the World's Greatest Street Fighter.

- 8 different characters to choose from, each with unique fighting styles and moves.
- 2-player action — fight against the Super NES or another player.
- Super Nintendo technology brings this #1 arcade hit into player's homes.
- The first 16 Meg game available on the Super NES.



Super Ghouls 'N Ghosts®



Long ago in a forgotten realm, Sir Arthur rescued Princess Guinevere from Sardius, the ruler of the Phantom Zone. Since then, Arthur has searched for the most powerful weapons to defend his kingdom. Now, Sardius has defeated the town and kidnapped Guinevere again. Players must use Arthur's magic weapons to bring the princess back and destroy Sardius.

- Super 16-bit Nintendo technology delivers high-resolution graphics in 32,000 colors.
- 14 spine tingling stages.
- Based on the arcade hit.

U.N. Squadron®



In this action-adventure game for the Super NES, players take the role of Shin Kazama, Mickey Scymon or Greg Gates in the battle for the kingdom of Aslan. From there on the battle intensifies between government and rebel troops.

- For each enemy plane or tank destroyed, flyers get money to buy weapons and aircraft.
- Based on one of Capcom's top grossing arcade hits.
- Players fly high-tech aircraft, including the stealth ray, through 10 exciting missions.

NEW Magic Sword®



Direct from the arcades comes the quest of a lifetime. At Drokmar Keep, the Black Orb has awakened and darkness has settled over the land. In this medieval action game, players must scale the heights of the dark tower and destroy the orb. Standing in the way are hideous monsters, fire-breathing dragons and three-headed hydras.

- Single player action, based on the hit arcade game.
- 50 floors filled with terrifying horrors, goblins, mummies and stone giants.
- Players search the rooms for Sorcerers and Ogres — or Ninjas to add to their merry band of adventurers.

Final Fight®



From the moment players put this arcade smash hit into their new 16-bit Nintendo systems, the action never stops. Haggar and Cody battle their way through streets full of punks, wrestlers, and samurai swordsmen to rescue Jessica from the evil leader of the Mad Gear gang.

- Super 16-bit Nintendo technology delivers high-resolution graphics in 32,000 colors.
- Players can be either Haggar or Cody, each with their own fighting styles.
- Hidden weapons are found in 5 basic and extra bonus stages.

"Street Fighter II just may be the hardest-hitting, fastest-selling SNES brawlfest video cartridge ever!"

—Game Pro Magazine
March '92



The NES is big. Thirty million owners big. And Capcom is not about to overlook them. In '92, we're taking it to the max again — with even more challenging, mind-blowing NES games than ever before.



Tale Spin



Imagine a non-stop series of split-second air battles races and chases — and you have a hint of what Tale Spin is all about. It's Baloo's mission to collect and safely deliver cargo with his plane, the Mini Seaduck, while avoiding Shere Khan, Don Karnage and their henchmen.

- Based on Disney's hit syndicated TV series.
- Thrills and chills for kids of all ages.

© 1992 Disney Co.

NEW Mega Man® 5



He's back, better than ever. And this time Mega Man must triumph over

Dr. Wily's most diabolical scheme yet. Wily plans to grab control of the earth using a new generation of super robots more agile and crafty than ever before. Mega Man must defeat each super robot and add its weapon to his arsenal before locking into mortal combat with the sinister Wily himself.

- The fifth installment in the incredibly popular Mega Man series.
- 16 sizzling levels.
- More dazzling graphics and difficult challenges than ever before.

NEW Gargoyle's Quest® II



A new action-adventure game that continues the adventure of Firebrand, guardian of the Ghoulish Realm. An unknown army has swept across the realm, covering it in Demon Darkness. As the last remaining guardian, Firebrand must venture into the heart of darkness and destroy the evil that lies within.

- Based on the enormously popular Gargoyle's Quest for the Game Boy.
- Non-stop action for ages 12 to 18.
- Outrageous graphics and chilling sound effects.

NEW Capcom's Gold Medal Challenge®



Go for the gold in Capcom's first sports game, Gold Medal Challenge. Feel all the excitement of world class athletic competition in this heart-pounding sports action game. One or two players compete in a variety of challenging events, including long jump, javelin throw, gymnastics, bike racing, swimming and more.

- Designed for one to eight players.
- Choose to practice or compete in the events.
- State-of-the-art graphics bring all the classic track-and-field events to life.

NEW Darkwing Duck

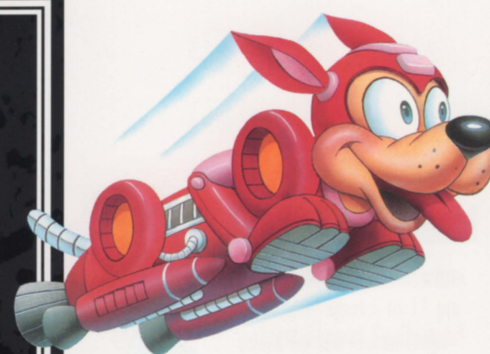


"Let's get dangerous." Darkwing Duck, the terror who flaps in the night, now swoops onto the Nintendo. F.O.W.L., a secret syndicate, is attempting to take over the city. It's up to Darkwing Duck and his faithful sidekick, Launchpad, to foil their sinister plans. Together, they must search the city for enough clues to capture the notorious Steel Beak.

- Based on Disney's #1 rated TV series.
- Seven exciting levels of play.
- Advanced graphics bring the hit TV show to life on Nintendo.

© 1992 Disney Co.

MAXIMUM EXCITEMENT



GI Joe® The Atlantis Factor



Cobra Commander® has found the lost Continent of Atlantis and plans to use its ancient power source to destroy the Joe Team. It's a race against time as General Hawk® rushes to assemble a strike team to infiltrate the secret Cobra base and destroy the weapon before it can be used.

- Over 15 areas to explore.
- Clash with six Cobra enemies.
- Players choose from six of their favorite GI Joe® characters.
- Based on the popular television series and toy line.

The Little Mermaid



Based on the mega-hit Disney film, this is the first game ever targeted to girls ages 6 to 11. Players take the role of Ariel, The Little Mermaid, and rescue Prince Eric. But before Ariel can become human and marry Eric, she must stop Ursula, the wicked witch of the undersea, from taking over the entire ocean.

- Features the Academy Award winning song "Under The Sea" and all the favorite characters from the movie.
- 7 levels deep.

© 1992 Disney Co.



"The Little Mermaid has a near perfect blend of action and adventure. The music is, of course, excellent. A must for young NES owners."

—Electronic Gaming Monthly
July 1991

Mega Man® 4



He's back. Capcom's most popular character returns with new adventures. This time, Mega Man battles the mysterious Dr. Cossack and his super robots who are trying to seize control of the earth. Armed with a new Mega Buster, Mega Man must defeat each robot rebel and bring Dr. Cossack to justice.

- 16 explosive levels.
- 4 Megs for even more dazzling graphics and playability than ever before.
- The fourth installment in the enormously successful Mega Man series.



How does Capcom
squeeze so much action
and challenge into the
Game Boy? Imagination!
And great characters, like
Mega Man, Darth Vader,
Mickey Mouse, Ariel - The
Little Mermaid and Baloo.
With max appeal like this,
these games will hop off
your store shelves.

MAXIMUM ACTION

NEW Bionic Commando®



A sinister military group hatches a plot to annihilate the world's armies. Their secret weapon: the Albatross! The UN Force dispatches Super Joe on a perilous mission to uncover their plans. Under mysterious circumstances, he disappears. Now there's only one alternative to save the world. Send the Bionic Commando, with his bionic arm that extends, retracts and performs other incredible actions, to liberate Super Joe and smash the Albatross!

- An exact translation of this popular NES title to the Game Boy.
- Incredible graphics and non-stop action make this 16-level game habit forming.
- Ideal for ages 6 to 12.

NEW Star Wars™



Luke Skywalker, Han Solo, Princess Leia and all your favorites are here. Almost as exciting as the film, but with opportunities the film never gave you. Witness the most incredible 3-D space flight and combat sequences ever seen on the Game Boy. Navigate the Millennium Falcon through an asteroid field. Fly a X-wing fighter into battle. May the Force be with you!

- Completely non-linear, you decide where you want to go.
- Multiple endings.
- High velocity entertainment for all ages.

NEW

The Empire Strikes Back™



The struggle against the Dark Side continues. And now to survive, you must master the Force. Travel to strange worlds like Hoth, the ice planet and Dagobah, home of Yoda. Battle vicious Wampas, Imperial Walkers, Cloud Cars and other strange creatures. Finally you face the ultimate test — a blazing light saber duel with Darth Vader himself.

- Non-linear action — explore multiple paths at will.
- Incredible animated Imperial Walker sequences.
- Fast, futuristic entertainment for all ages.



NEW TaleSpin



Fasten your seat belt. And get ready for the most electrifying series of non-stop, split-second air battles, races and chases you've ever experienced. It's Baloo's mission to collect and safely deliver cargo with his plane, the Mini Seaduck. And hot on his tail are Shere Khan, Don Karnage and his wacky band of pirates.

- Based on Disney's hit syndicated TV series.
- An exact translation of this popular NES title into the Game Boy.
- Excitement, action and challenge for kids of all ages.

NEW Darkwing Duck



"Let's get dangerous." The terror who flaps in the night now glides onto the Game Boy. The city of St. Canard is gripped by a crime wave. And S.H.U.S.H.,

the top secret intelligence organization, suspects that the secret syndicate, F.O.W.L., is behind it. And only Darkwing Duck and Launchpad, his sidekick, can solve the crimes and bring the sinister Steel Beak to justice. Get ready to make some feathers fly!

- Based on Disney's #1 rated TV series, with seven "dangerous" levels of play for kids of all ages.
- A faithful translation of this popular NES title into the Game Boy.
- Exciting, non-violent fun for one player.

©1992 Disney Co.



NEW The Little Mermaid

Now the first game ever for girls aged 6 to 11 premieres for the Game Boy.

Ariel, The Little Mermaid, begins her quest to rescue and ultimately fall in love

with Prince Eric. Before she can,

she must stop Ursula, the wicked witch of the undersea, from conquering the ocean.

- Based on the hit Disney movie seen by over 23 million people.
- Features the Academy Award winning song, "Under The Sea."
- Players join Ariel and her friends, Scuttle, Sebastian and Flounder in this underwater adventure for the whole family.

©1992 Disney Co.

"Capcom has deservedly acquired a reputation as one of the hottest licensees in the Nintendo world. With their Mega Man and Disney lineups leading the way, Capcom is a name gamers trust. 1992 looks like a banner year for them."

—Game Pro Magazine
March '92

NEW Mega Man® 3



This time, he has his work cut out for him. Mega Man must vanquish a gang of hideous robot masters hatched from Dr. Wily's evil mind. And if he's lucky enough to handle that evil crowd? The worst is yet to come. He still has Dr. Wily and a host of monstrous tricks and deceptions to contend with!

- Non-stop action for ages 12 to 18.
- Sets a new standard in Game Boy graphics and sound.
- The third installment of the incredibly popular Mega Man - Game Boy series.

Mega Man® II



The series continues with Mega Man II. This time Mega Man joins Rush, his constant canine companion, to battle against Dr. Wily who has broken into the Chronos Institute and stolen the experimental Time Skimmer. Mega Man will have to battle metal-munching robots from the NES versions of Mega Man 2 and 3. Also includes the Rush Coil, Rush Marine and Rush Jet for quick getaways.

- 9 exciting levels of play.
- Features Rush the Robo dog.
- Follows the enormously popular Dr. Wily's Revenge



Capcom has been more successful than most licensees. And since success breeds success, our customers have also profited and grown with our relationship.

MAXIMUM SUCCESS

There is more than one reason that Capcom video games have been successful. To begin with, there's the basic R & D know-how ...the game quality that comes from that know-how...and finally, the players' satisfaction with challenging and fun video games.

Beyond that, we market Capcom games based on solid strategic thinking. Over the last 5 years we have built a strong brand identity earning Capcom enormous consumer loyalty and support. From our advertising, sales promotion and public relations efforts, right down to our distinctive package design, Capcom delivers a consistent quality image.



Capcom has become a brand name to consumers...recognized just like Nintendo is.

These efforts have paid off. Today, Capcom has the highest brand awareness in the market. Kids know us and ask for Capcom games by name.

Bottom Line Innovative video games. Characters with mass appeal. Impactful advertising and promotion. A video game company whose name is the most popular and best recognized in the industry. Put it all together and you can see why Capcom games are best sellers, year after year.

Build your business successfully...and to the max...with Capcom.



Advertising

	July	Aug	Sept	Oct	Nov	Dec
SNES						
Mickey Mouse						★
Capcom's NFL Football					★	★
Super Buster Brothers			★	★		
Magic Sword		★	★	★		
Street Fighter II			★	★	★	★
NES						
Darkwing Duck		★	★	★		
Gargoyle's Quest II		★	★	★		
Gold Medal Challenge		★	★	★		
Tale Spin					★	
The Little Mermaid				★	★	★
Game Boy						
Mega Man II	★					
The Little Mermaid					★	★
Star Wars		★	★			
Bionic Commando			★	★	★	
The Empire Strikes Back					★	★

Public Relations

Product Announcements	★	★	★	★	★	★
-----------------------	---	---	---	---	---	---

Promotions

Disney / AT&T	★	★	★	★	★	★
Disney Channel	★	★	★	★	★	★
Mickey Mouse Club	★	★	★	★	★	★
Boy Scouts Fund Raiser	★	★	★	★	★	★

= Print





CAPCOM®

3303 Scott Boulevard Santa Clara, CA 95054 (408) 727-0400 FAX: (408) 496-5720

©CAPCOM USA, INC. CAPCOM is a registered trademark of CAPCOM USA, INC. Mega Man and Street Fighter II are registered trademarks of Capcom USA. Nintendo, Super Nintendo Entertainment System, Nintendo Entertainment System and Game Boy are registered trademarks of Nintendo of America, Inc. The Mystical Quest starring Mickey Mouse, Tale Spin, Darkwing Duck, The Little Mermaid, Goof Troop are under license from The Walt Disney Company. Star Wars and The Empire Strikes Back are registered trademarks of Lucasfilm LTD. Star Wars and The Empire Strikes Back©Lucasfilm LTD. The NFL shield design, team names and logos are the registered trademarks of the NFL. GI JOE©HASBRO, INC.

Printed in the U.S.A.